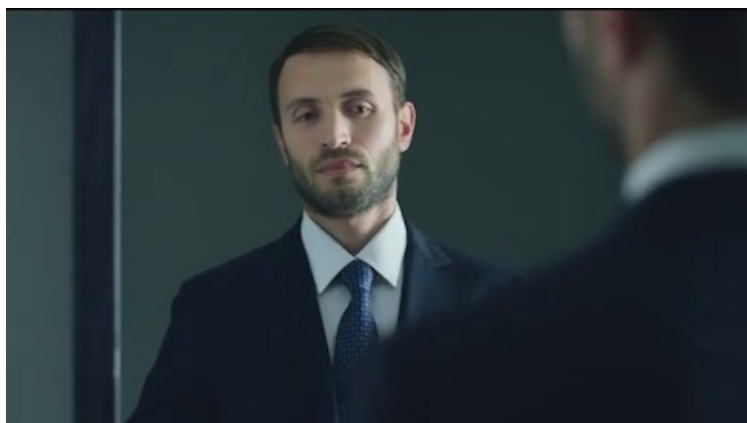


APPAREL AND ACCESSORIES

Ferragamo briefs followers on the ins and outs of superior style

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Salvatore Ferragamo partners with British GQ editor

By BRIELLE JAEKEL

Italian footwear and apparel brand Salvatore Ferragamo hopes to reach the social audience by offering men's fashion advice through videos.

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British GQ's editor in chief is lending his face to a new how-to series, featured on Ferragamo's social media channels, to rope in young consumers who may still be learning about high-class style. The 37-second, sponsored videos walk consumers through fashion dos-and-don'ts while a narrator details how-tos and British GQ editor Dylan Jones provides examples.

"Partnering with the right publication is a great way for brands to increase mindshare with a receptive audience," said James McNally, director of digital strategy at **TDT NY**. "While pairing a pocket square and tie may not be everyday struggle for GQ readers, the magazine's fans do care about fashion in an aspirational way.

"They look to GQ for tips on how to pull off the look - whether it is the street-style trend du jour, or pulling off formalwear and not getting the details wrong," he said. "Ferragamo is positioned as the reader's ally here - helping them look polished and urbane, not just by offering beautiful clothing and accessories, but also sending the message that Ferragamo is here to help make sure you pull off the look smashingly.

"Balancing exclusivity with accessibility is a fundamental challenge for luxury brands, and particularly in the mens formalwear space, instructional or how-to content is a great way to onboard the millennial to Ferragamo."

Dressing in style

Ferragamo's videos are appearing on its Facebook, Twitter and other social media pages. The brand has partnered with British GQ for the video series, showing off its products and lifestyle with Mr. Jones.



Ferragamo's video on pocket squares

Three videos have been shared, each 37 seconds long, with topics such as How to Wear Black Tie, How to Pair a Pocket Square and Tie and How to Wear Sneakers. The clips are short looks into Mr. Jones' lifestyle.

How to Pair a Pocket Square and Tie walks viewers through the ins and outs of pairing the two products. The narrator explains important details such as not to exactly match the pocket square and tie but to use complimentary colors instead.



Mr. Jones stuffs in his pocket square

While the voice of the Ferragamo brand explains, Mr. Jones is shown readying his outfit by fixing his tie and straightening out his jacket before reaching into his drawer for a pocket square. The editor pulls out two to hold to his outfit and tie, makes a decision and places it into his breast pocket.

Social importance

Luxury brands have been looking to video and social media more and more to connect with fans in a wide range of ways.

For instance, Fashion label Marc Jacobs continued to intertwine its brand with music, personifying an alternative and trendy image and leaning on celebrity appearances.

The brand has been connecting with music further and further, and its latest is a campaign video for its latest collection that views more like a music video than an advertisement and debuted on Billboard magazine.

Celebrities such as Missy Elliott, Susan Sarandon and Marilyn Manson made appearances sporting alternative, borderline gothic makeup and fashion while moving to an upbeat song ([see more](#)).

Also, German automaker Mercedes-Benz further established its presence within the style community through the latest episode of its film series that showcases fashion in creative manners.

The luxury vehicle manufacturer continued to join its brand into fashion-themed videos that lean on partnerships with individuals in the industry as well as the arts. The video, launched ahead of fashion month, showcased designer Sandy Liang's upcoming line with dancers from the Chicago Multi-Cultural Dance Center ([see more](#)).

"This is not for the gentleman who's been matching ties and pocket squares all his life - it's for his son or grandson, who may not have the faintest idea about those sartorial minutiae," Mr. McNally said. "And the channel to reach that audience is definitely social, plus, at under 40 seconds, the video is the right length for quick consumption."

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